

“...in the public interest...”



APPENDICES

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Appendix A: Recognition

Citizen groups recognize the value of broadcasters' commitment to serving the public interest. The following letter is typical of the kind of response broadcasters throughout the state receive after campaign seasons, whether in Presidential election years or when the biggest office on the ballot is for the city council.



THE LEAGUE
OF WOMEN VOTERS
OF YAKIMA COUNTY

P.O. Box 723
Yakima, WA 98907

(509) 452-3419

November 2, 2000

Stuart Seibel, Program Director
KIMA-TV
PO Box 702
Yakima, WA 98907

Dear Mr. Seibel,

The League of Women Voters of Yakima County appreciates your stations' series of political short takes, "Straight Talk." The League has always advocated giving all candidates opportunities to present their cases before the public. Too often candidate access is limited by candidate budget, leaving the campaign wide open for the big spender and closed to the grassroots campaigner.

Since these segments were news articles, not paid political announcements, all candidates had equal access to the media to inform the public of who they were and what their agendas might be. This was a refreshing change from the steadily increasing negative advertisements that are steadily turning the public off.

We thank you for helping to make this year's campaign more open, and we hope that your station will continue to provide such excellent public service.

Sincerely,

Kitty Jubran Karen Pilon

Kitty Jubran and Karen Pilon, LWVYC Voter Service

Trixanna Koch Becky Scholl

Trixanna Koch and Becky Scholl, LWVYC Co presidents

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Appendix B: The Candidates

From WSAB's sampling of stations throughout Washington, here is an illustrative list of the candidates who's election campaigns were provided with free time during the 2000 campaign.

Doug Adams, Okanogan County Commissioner
Bruce Ager, State Representative
John Ahern, 5th Legislative District
Nancy Aldrich, Benton County Commissioner
Coleena Alexander, Benton County Commissioner
Aaron Anderson, 13th Legislative District
Ted Anderson, Skagit County Commissioner
Brian Baird, 3rd Congressional District
Kelly Barlean, 10th Legislative District
Heidi Behrens-Benedict, 8th Congressional District
Terry Bergeson, Superintendent of Public Instruction
David Black, Kittitas County Commissioner
Carole Boardman, Clallam County Commissioner
David Bowen, Kittitas County Commissioner
Leo Bowman, Benton County Commissioner
Bill Bradley, President
Walter Braten, 15th Legislative District
Lisa Brown, 3rd Legislative District
Patrick Buchanan, President
Jim Buck, 24th Legislative District
Bill Burke, Spokane County Commissioner
George W. Bush, President
Maria Cantwell, U. S. Senator
John Carlson, Governor
Tom Casey, Grays Harbor PUD Commissioner
Tom Chambers, State Supreme Court
Bruce Chandler, 15th Legislative District
Gary Chandler, 13th Legislative District
Mike Chapman, Clallam County Commissioner
Frank Chopp, 43rd Legislative District
Richard Clear, 5th Congressional District
Jim Clements, 14th Legislative District
Ken Dahlstad, Skagit County Commissioner
Jim Davis, 4th Congressional District
Alex Deccio, 14th Legislative District
Norm Dicks, 6th Congressional District

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Jim Doran, Okanogan County Commissioner
John Doyle, Skagit County Commissioner
Jennifer Dunn, 8th Congressional District
Hans Dunshee, 39th Legislative District
Jack Eisses, Skagit County Commissioner
John Erak, Grays Harbor County Commissioner
Doug Erickson, 42nd Legislative District
Jerry Ferrier, 40th Legislative District
Hugh Fleet, 10th Legislative District
Tom Flynn, 5th Congressional District
Ezola Foster, Vice President
Paul Franklin, 14th Legislative District
Ron Gamache, Yakima County Commissioner
Paul George, Yakima County Commissioner
Jack Gerahety, 5th Legislative District
Jeff Gombosky, 3rd Legislative District
Al Gore, President
Slade Gorton, U. S. Senator
Christine Gregoire, Attorney General
Marta Guavara, 42nd Legislative District
Fred Hanke, Okanogan County Commissioner
Jim Hargrove, 24th Legislative District
Bob Hart, Skagit County Commissioner
Mary Margaret Haugen, 10th Legislative District
Doc Hastings, 4th Congressional District
Brian Hatfield, 19th Legislative District
Chuck Haumwriter, Lewis County Commissioner
Mike Hewitt, 16th Legislative District
Bill Hinkle, Kittitas County Commissioner
Harold Hochstatter, Governor
Greg Holmes, 5th Congressional District
Robert Imhoff, 42nd Legislative District
Jay Inslee, 1st Congressional District
Jeff Jared, U. S. Senate
Eric Johnson, Lewis County Commissioner
Polly Johnson, Okanogan County PUD Commissioner
Katie Jungquist, Skagit County Treasurer
John Kallas, 4th Legislative District
Tom Keefe, 5th Congressional District
Lynn Kessler, 24th Legislative District
Alan Keyes, President
John Koster, 2nd Congressional District
Mike Kreidler, Insurance Commissioner

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Robert Kroboth, Mayor of Spokane
Rick Larsen, 2nd Congressional District
Bob Lawrence, 6th Congressional District
Drew Lesofsky, 3rd Legislative District
Jim Lewis, Yakima County Commissioner
Joseph Lieberman, Vice President
Kelli Linville, 42nd Legislative District
Barb Lisk, 15th Legislative District
Ed Lisowski, 14th Legislative District
Gary Locke, Governor
Valoria Loveland, 16th Legislative District
Mike Lowry, Public Lands Commissioner
Jeanne Massingham, Lewis County Commissioner
Trent Matson, 3rd Congressional District
John McCain, President
Kate McCaslin, Spokane County Commissioner
Jim McDermott, 7th Congressional District
Dan McDonald, 1st Congressional District
John McCoy, 10th Legislative District
Wiley Mills, Yakima County Commissioner
Dan Monks, Skagit County Commissioner
Jeff Morris, 40th Legislative District
Dennis Morrisette, Grays Harbor County Commissioner
Jim R. Morrison, 14th Legislative District
Joyce Mulliken, 13th Legislative District
Ralph Nader, President
George Nethercutt, 5th Congressional District
Darcie Nielsen, San Juan County Commissioner
Claudia Oliver, Benton County Commissioner
Michael Parks, 3rd Legislative District
Michael Pearson, 13th Legislative District
Ron Perrow, Okanogan County Commissioner
Richard Pope, Attorney General
John Powers, Mayor of Spokane
Dave Quall, 40th Legislative District
Sylvia Riddle, Spokane County Commissioner
John Roskelley, Spokane County Commissioner
Carl Saunderman, Benton-Franklin Superior Court Judge
Lynn Schliner, 4th Legislative District
Teri Schweithale, 24th Legislative District
Barry Sehlin, 10th Legislative District
Deborah Senn, U. S. Senate
John Sharp, Grays Harbor PUD Commissioner

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Tom Sheahan, Skagit County Commissioner
Richard Shepard, Attorney General
Dave Shulz, Okanogan County Commissioner
Tom Silva, Yakima County Commissioner
Mary Skinner, 14th Legislative District
Pate Slaten, 24th Legislative District
Adam Smith, 9th Congressional District
Norma Smith, 10th Legislative District
Sid Snyder, 19th Legislative District
Harriet Spanel, 40th Legislative District
Stan Stave, Benton County Commissioner
Jeff Sullivan, State Supreme Court
Doug Sutherland, Public Lands Commissioner
Robert Swisher, Benton-Franklin County Commissioner
Joe Szwaja, 7th Congressional District
John Talbott, Mayor of Spokane
Bob Terwilliger, Secretary of State
John Thompson, Yakima County Commissioner
Chris Vance, 9th Congressional District
Henry Vanderwood, 14th Legislative District
Bonnie Varner, 6th Legislative District
Tom Verge, Skagit County Commissioner
Chris Vejraska, Okanogan County Commissioner
Tom Walker, Benton County Commissioner
Mike Wensman, Secretary of State
Jim West, Mayor of Spokane
Russ Wigley, Lewis County Commissioner
Harvey Wolden, Skagit County Commissioner
Alex Wood, 3rd Legislative District
William Yallup, 15th Legislative District

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Appendix C: The Offices

From WSAB's sampling of stations throughout Washington, here is an illustrative list of many of the elective offices and campaigns that were covered with free time during the 2000 campaign.

Attorney General
Commissioner Benton County
Commissioner Clallam County
Commissioner Grays Harbor County
Commissioner Kittitas County
Commissioner Lewis County
Commissioner Okanogan County
Commissioner San Juan County
Commissioner Skagit County
Commissioner Spokane County
Commissioner Yakima County
Commissioner Grays Harbor County PUD
Commissioner Okanogan County PUD
Congress 1st District
Congress 2nd District
Congress 3rd District
Congress 4th District
Congress 5th District
Congress 6th District
Congress 7th District
Congress 8th District
Congress 9th District
Finger Print I.D. Funding Ballot Measure
Fire Bond Issue City of Aberdeen
Fluoridation of Water in Spokane Ballot Measure (Pro)
Governor
Harborview Medical Center Funding Ballot Measure
Incorporation of Liberty Lake
Initiative 53, City of Seattle Monorail (Pro)
Initiative 713 (Con)
Initiative 722 (Pro)
Initiative 722 (Con)
Initiative 728 (Pro)
Initiative 745 (Pro)
Initiative 745 (Con)
Insurance Commissioner

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Legislature 3rd District
Legislature 4th District
Legislature 5th District
Legislature 6th District
Legislature 10th District
Legislature 13th District
Legislature 14th District
Legislature 15th District
Legislature 16th District
Legislature 19th District
Legislature 24th District
Legislature 39th District
Legislature 40th District
Legislature 42nd District
Legislature 43rd District
Mayor (Spokane)
Operations Levy Fidalgo Pool
President
Proposition 2- City of Bellingham (Pro)
Public Lands Commissioner
Sales Tax Increase/King County
School District Capital Facilities Bond Issue Mount Vernon
School District Levy Brewster (Pro)
School District Levy Okanogan (Pro)
School District Levy Omak (Pro)
School District Levy Tonasket (Pro)
Secretary of State
United States Senate
State Supreme Court Justice
Superintendent of Public Instruction
Superior Court Judge Benton-Franklin County
Transportation Tax King County
Treasurer Skagit County
Vice President

**Before the
Federal Communications Commission
Washington, D. C. 20554**

In the Matter of:

Broadcast Localism

To the Commission:


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)
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)

MB Docket No. 04-233

**COMMENTS OF THE
WASHINGTON STATE ASSOCIATION OF BROADCASTERS**

EXHIBIT D



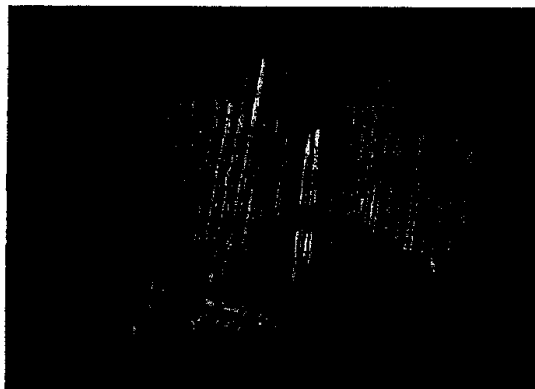
Washington

broadcasters

Bringing Community Service Home

WSAB



**Washington State
Association of Broadcasters**



**A FURTHER REPORT ON SERVICE
TO OUR COMMUNITIES FROM YOUR
WASHINGTON STATE BROADCASTERS**

June, 2002



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I. Executive Summary

“...in the public interest.” Those words, added to the Communications Act by Washington’s own United States Senator C. C. Dill, form the common commitment of community service among Washington’s free, over-the-air broadcasters, whether they are radio or television stations, large or small, commercial or public, serving communities in Eastern or Western Washington. Washington’s broadcasters play a vital and active role in the lives of every Washington community, every day. And we are proud of the good work we do for our neighbors.

The Washington State Association of Broadcasters and the National Association of Broadcasters have just completed a survey of, and interviews with, television and radio stations in Washington to determine the extent of station engagement in public service and community activities during calendar year 2001.

73% of Washington’s commercial TV stations participated in the survey; and, 121 of the 196 commercial radio stations (62%) replied. The overall response rate (radio and TV combined) was 63%. Here’s a snapshot of what we found:

- Radio and television stations across Washington raised more than \$11 Million during 2001 for charities, charitable causes or needy individuals. And that’s just the cash. It does not include donations of clothing, blankets, food, and other goods and services raised by the stations in their donation drives.
- Stations donated more than \$164.7 Million worth of airtime for PSAs on topics ranging from drunk driving to the breast cancer awareness.
- An average of 44% of TV PSA time is devoted to local issues; for radio, 64% of PSA time is locally oriented.
- 86% of Washington television stations and 91% of radio stations helped charities, charitable causes or needy individuals through fund-raising and other types of support.
- TV stations in Washington typically broadcast approximately 155 Public Service Announcements; radio stations 237 PSAs, in a typical week.
- In response to the September 11th Attacks on America, Washington radio and television stations raised an additional \$15 Million in on-air campaigns and activities.
- The leading topics of Public Service Campaigns conducted by Washington broadcasters included: Health issues; poverty, hunger, homeless issues; and, children’s issues.
- Hundreds of local community organizations benefited from Washington broadcasters’ community service efforts, including the United Way, the American Cancer Society, the

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American Red Cross, the Children's Miracle Network, Vanessa Behan Crisis Nursery, Northwest Harvest, Boys & Girls Clubs, Salvation Army, Mid-Columbia Reading Foundation, Puget Sound Blood Center, Children's Hospital and Medical Center, the Alzheimer's Association, Children's Home Society of Washington, libraries, Second Harvest, YWCA, and many, many more.

- 100% of TV stations and 89% of radio stations ran PSAs addressing children's issues; 93% of TV stations and 82% of radio stations ran PSAs addressing hunger, homelessness, and poverty; 87% of TV stations and 92% of radio stations ran PSAs addressing drunk driving; and, 87% of TV stations and 88% of radio stations ran PSAs addressing violence.

Statistics alone cannot tell the whole story of how Washington broadcasters contribute to the quality of life in their communities. The second part of WSAB's research program was a series of interviews with the General Managers and Community Relations Directors of television and radio stations around the state. The creativity and imagination stations show in responding to the needs of their communities is astonishing:

- ❖ We learned that nearly every station in Washington provided an outlet for its viewers or listeners in the aftermath of the September 11th Attacks on America.
- ❖ We discovered many examples of radio and television stations cooperating to raise more money for charities than either could do by themselves.
- ❖ We found a station that helped raise over \$1 Million by putting Bill Gates and Jeff Bezos on the same tennis court.
- ❖ We learned of a station that does its best to generate the spirit of volunteerism in Gen X'ers.

The stations have also heard from their viewers and listeners. We found dozens of compelling, heart-warming accounts of how radio and television stations touch the lives of individuals every day. Collecting these stories made it clearer than ever that those who live and work in the community truly know best how to serve their communities.

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II. Quantitative Research Findings

“How Much Washington Broadcasters Do For Their Communities”

Introduction

Broadcasters have a mandate to serve the public interest of the communities in which they operate. Given the diversity of communities in the United States, there is a multitude of needs which could be and are addressed over the public airwaves by broadcasters. Indeed, broadcasters are recognizably in a very unique position – every station in the country is a local station and very much a part of the community it is licensed to serve.

Public affairs activities are an integral part of broadcast stations' community involvement. Through public affairs activities, stations help increase awareness of issues that affect their audiences. Radio and television broadcasters invest both programming and non-programming time and efforts to educate and involve their communities. Programming activities include, but are not limited to, public service announcements wherein stations donate valuable commercial time for messages alerting the public about health threats and other issues. Stations also produce public affairs programs featuring in-depth discussions of problems and remedies. In addition to these programming efforts, broadcasters initiate or are involved in many activities and community groups aimed at educating and involving their communities.

While the ways in which broadcasters are involved in their communities may seem similar, every local broadcaster's efforts are unique. Public service campaigns undertaken by stations nationwide integrate on-air and off-air efforts. Additionally, since each station cannot address every need of its given community as its top priority, stations each focus on different needs, thus addressing overall the diversity of issues within a community. In any given community, the local broadcasters' unique responses and approaches to the diversity of issues are also supplemented by major national efforts.

Our state association, in partnership with the National Association of Broadcasters, conducted a survey of television and radio stations in Washington State to determine the extent of station participation in public affairs activities. A variety of methodologies were employed to reach stations – with mail, fax, and Internet surveys sent out between January and April 2002. The response rate of Washington State broadcasters was 63%, as 16 of the 22 commercial television stations licensed to the state (73%) are represented in the data, as are 121 of the 196 radio stations (62%).

The data were collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm.

Donating Time and Raising Money

- ❑ Using mean figures to derive a per-station total, responding Washington State TV stations report running approximately 155 PSAs per week, with radio stations running 237. These figures combine all PSA spot times – from ten seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$1,102,885 a year per TV station responding, and \$716,605 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Washington State TV stations as \$24,263,471 and \$140,454,489 for radio stations.

- ❑ A vast majority of both responding TV stations (86%) and radio stations (91%) say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The mean amount raised by these TV stations was \$146,761, with responding radio stations reporting a mean of \$25,539. The projected cumulative amounts for this charitable giving is \$3,228,750 for TV stations and \$7,861,000 for radio stations who conducted some fundraising during the time period examined.

The charitable amount raised by responding TV stations ranged from \$80,000 to \$242,000, with a range among radio stations of \$400 to \$240,000.

Local Sentiments Continue To Guide Broadcasters. But Broadcasters Also Rallied Their Communities in Response to September 11th

- ❑ Almost three-in-four (73%) of responding Washington State TV stations and 90% of the radio stations were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters. This is a huge increase from previous years, as broadcasters reported the large contributions connected to the events of 9/11 in this category.

The mean amount of money pledged in these fundraising drives by participating stations was \$357,318 per TV station and \$36,224 per radio station. The projected cumulative total raised in these fundraising drives is \$7,861,000 for TV stations and \$7,099,946 for radio stations who conducted some fundraising during the time period examined.

- ❑ PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 44% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 64%.

Broadcasters Addressing Important Topics

- The following table examines some specific issues and the response by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics.

Each respondent was asked to respond whether their station aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topic areas. The numbers here are the percentages of all state TV and radio stations who say they have addressed a particular topic through one of those methods:

Issue	TV			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	53%	7%	53%	63%	35%	48%
Alcohol abuse	67%	20%	47%	88%	53%	63%
Anti-crime	60%	40%	73%	90%	67%	83%
Anti-violence	87%	47%	73%	88%	80%	83%
Drinking during pregnancy	20%	13%	20%	40%	19%	38%
Drug use/abuse	80%	20%	73%	89%	47%	70%
Drunk driving	87%	7%	67%	92%	57%	79%
Fund raising drives	87%	40%	73%	92%	77%	82%
Breast cancer/other women's health	93%	33%	67%	83%	60%	67%
Children's issues	100%	67%	67%	89%	69%	65%
Adult educ./literacy	67%	14%	40%	87%	54%	61%
Hunger/poverty/homelessness	93%	47%	67%	82%	69%	63%

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Promoting Participation

- ❑ Fully 73% of responding TV stations and 63% of responding radio stations report airing public affairs programs of at least 30 minutes in length.
- ❑ The leading topics of public service campaigns by Washington State broadcasters in 2001 included public health issues, poverty/hunger/homeless issues, charitable fundraising, and children's issues. Some primary recipients included the United Way, the American Cancer Society, the American Red Cross, and the Children's Miracle Network.

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2000 Report, including the addition of specific content to ensure proper attribution of funds related to September 11th. Market size and revenue data for stations was linked to survey data, allowing for more precise weighting and sample procedures.

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III. Qualitative Research Findings

“Stories of the Extraordinary Service Washington Broadcasters Give to Their Communities”

In 2001, Washington broadcasters found themselves at the center of four unbelievable, earthshaking, world shattering, tragically heroic, economically devastating episodes. Extraordinary efforts derive from extraordinary events. The stories of how Washington's broadcasters carried the news, calmed and informed their communities and rallied their viewers' and listeners' spirits are heartwarming and genuine.

From the 6.8 magnitude Nisqually Earthquake to the Attacks on America; from the 30-Mile Fire to the devastation of Washington's tourism industry, broadcasters came through for their communities time and time again. All the while mindful of the charitable organizations in their communities who serve those in need every day, and who rely on broadcasters' support in good times and bad. Broadcasters never forget that every day is a day of need for someone.

Here is a mere sampling of what Washington's local radio and television stations are doing for their communities day in and day out.

Earthquake! Broadcasters Provide the Lifeline When Terra Firma Rumbles

OLYMPIA -- 10:54 a.m., February 28, 2001. A calm Wednesday morning is shattered by the rumbling of the earth. A 6.8 magnitude earthquake, lasting 45 seconds, rumbles under Western Washington. Local radio and television stations become the only source of news and information for nearly a full day. In some locations damage is heavy, but there is no panic.

On Top Of It, Literally: KGY, Olympia. KGY sits on pilings over the waters of Puget Sound less than five miles from the epicenter of the Nisqually Earthquake. The building shook violently, a window shattered, light fixtures fell and water from a broken hot water tank gushed from the ceiling. Many of the staff were convinced that the station was crumbling into the Sound. But within 5 minutes, station general manager and morning host for more than 34 years, Dick Pust, went back on the air to anchor the station's emergency coverage. For more than 5 hours, KGY suspended all regular programming and commercials to provide live, continuous emergency coverage. An “open mike” was made available to anyone who had earthquake information. School officials, city utility representatives, Olympia's Mayor, the Secretary of State, the State Librarian and many other local officials came into the station to give live reports. For his efforts, Dick Pust was named a “Real Hero-Spirit of the Red Cross” by the Olympia Chapter of the American Red Cross. “Pust remained on the job to deliver critical information and reports that brought calmness to listeners,” said the Red Cross.

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Helping Those Far From Home Cope With Disaster. KAPP-TV, Yakima was covering the high school boys basketball state tournament at the Sundome in Yakima when the temblor struck in Western Washington, 150 miles away. Many of the players, coaches, teachers and families involved in the tournament were from areas hard hit by the earthquake. They wanted to know what had happened in their home towns. KAPP-TV had its remote truck at the tournament and almost immediately was able to provide information and video from the site of the earthquake and make it available. “It really gave people a sense of what was going on,” said KAPP-TV General Manager Darrell Blue. “We were able to get a feed of video from a Seattle station and provide additional information to reassure people who were visiting Yakima from Western Washington.” The station carried continuous live coverage of the earthquake aftermath until four o’clock that afternoon.

Bringing Local Information to Serve the Community. KRKO-AM, Everett, was caught in the middle. To the South, Seattle and Olympia suffered the brunt of the earthquake’s power. To the Northeast is Spada Lake Dam, the main source of drinking water for the City of Everett, but more importantly, holding back billions of gallons of water from inundating the towns of Sultan and Monroe and the entire Snohomish Valley. Immediately after the shaking stopped, KRKO got its geotech specialist Zipper Zeeman on the air to explain what had happened. Then, KRKO had the Sheriff’s office on the air with its first report on Spada Lake Dam and the effect of the earthquake there.

Avoiding Disaster When THE BIG ONE Strikes. Western Washington sits on a piece of the Earth that is as seismically active, and as susceptible to earthquakes that are every bit as large and devastating, as those in San Francisco or Los Angeles. Seismologists keep telling Washingtonians that they haven’t experienced THE BIG ONE, yet. Shortly after the February 28th quake, which was quite big enough, KING-TV, Seattle, sprang into action with a five-week informational series aimed at developing more preparedness for future earthquakes. The station’s news anchors and reporters produced several thirty-second spots reminding viewers about bolting hot water heaters to the wall and other ways to be prepared and avoid damage, next time.

Earthquake Relief. KIRO-TV, Seattle, activated its KIRO 7 Emergency Relief Fund after the earthquake and raised approximately \$10,000, which was donated to the Salvation Army.

The Power of Radio’s Multi-Station Clusters. Efficiently getting the news out to everyone. That’s the power of several stations owned by one licensee. Saga Communications’ Cascade Radio Group in Bellingham was able to cover Northwestern Washington’s radio audience from rock to sports, from country to standards, no matter what taste in radio a listener had, he or she got vital news about the earthquake because the Cascade Radio Group was able immediately to simulcast its earthquake news and information on all five of its Bellingham stations.

The Reassurance of a Familiar Voice. “I was hysterical trying to get home and check on my family when I tuned in [to KELA, Centralia]. Then I heard calm and reassuring voices telling me what happened and what to do,” a KELA listener commented. KELA urged people to check

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themselves and then check on an elderly neighbor or friend. They explained how to shut off a gas main and urged people not to call 9-1-1 unless there was a true emergency. Schools, medical facilities and utility workers joined KELA live on-the-air to announce that the kids were fine, the emergency room was open and that power restoration was on the way. Interstate 5 was closed for transportation workers to shore up a damaged overpass, so KELA provided continuous traffic updates while the freeway traffic was diverted through town.

Helping in the Aftermath. Stations throughout the entire earthquake-affected area devoted dozens of hours and hundreds of public service announcements to assisting the Federal Emergency Management Agency in reaching residents whose homes or businesses had been damaged. After the earthquake, KRKO-AM, Everett, made extensive efforts to instruct listeners on how to apply for FEMA grants and assistance, and publicizing workshops for disaster victims.

September 11, 2001: The Attacks on America

NEW YORK -- September 11, 2001. Washington state awakens to the sight of New York's World Trade Center ablaze, a second plane crashing into the towers, an airliner attacking the Pentagon in Washington, D. C. and the crash of yet a fourth plane in Pennsylvania, before it could reach its target. Washington's radio and television broadcasters are as shocked as the rest of America, but rise above the tragedy to sort out truth from rumor and provide relief and assistance to those in need.

Radio Association Coordinates Massive Response. The Puget Sound Radio Broadcasters Association ("PSRBA") coordinated a fundraising effort for the American Red Cross to benefit their efforts in helping aid the victims of the September 11th Attacks on America. Puget Sound radio listeners were very generous. Donation locations were set up by PSRBA member stations at more than 90 locations throughout the Puget Sound Area. From Friday, September 14th through Sunday, September 16th, the member stations of PSRBA collected more than \$237,500, bringing the total of donations from Seattle area radio listeners to more than \$425,500 in the days immediately following the Attacks on America. "With all the stations working together, we were able to blanket the region and give all the radio listeners an easy way to donate to the Red Cross," said PSRBA President Theresa Clary. "The stations responded quickly in pulling together and sponsoring these events, and our listeners responded to the call for help."

Helping Understand Different Cultures. In the aftermath of the Attacks on America, KSTW-TV, Seattle, was disturbed at the outpouring of hatred for Americans of Middle Eastern ancestry. The station produced a half-hour program intended to remind viewers of the tolerance and freedoms Americans sometimes take for granted. The show featured an Arab-American woman who volunteered to talk about the ramifications of the September 11th Attacks on America and what that meant to people such as her living in the Northwest. Through the program,

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“Understanding Islam,” the station promoted tolerance and understanding by shedding light on hate crimes, acts of incivility and other displays of hate that were being directed at local people.

Kids & Flags. Helping children understand the tragedy of the Attacks on America is not an easy task. KVEW-TV in the Tri-Cities invited kids to come to Columbia Center Mall where they found tables, paper, crayons and glue. Hundreds and hundreds of children and parents turned out following heavy promotion of the event by the station. And they made hundreds and hundreds of the most poignant flags imaginable. KVEW-TV then took all of the flags, mounted them on sticks and planted them in the lawn in front of the station (*see front cover*). So many people came by the station and stopped in the street to take pictures that traffic was backed-up for blocks.

Saga Communications Cascade Radio Group Memorial Service. Not wanting to wait for others to organize a Memorial Service, the five radio stations of Saga Communications’ Cascade Radio Group in Bellingham organized their own. In less than 48 hours, the stations had secured a site; had government officials lined-up to participate; arranged for free bus service to the Memorial; provided for musical tributes; and brought in a color guard from Whidbey Island Naval Air Station and local fire and police departments. On September 14th from 12:30 p. m. to 1 o’clock, Bellingham gathered to pause and pay tribute to those lost in the Attacks on America. The stations expected 2,000 people, but on a beautiful, sunny Northwest summer day, more than 6,000 people filled the bleachers and ringed the football field at Bellingham’s historic Civic Stadium. In that half-hour, the Cascade Radio Group raised more than \$21,000 for the Red Cross. And for those who couldn’t attend, KGMI-AM, the Cascade Radio Group’s flagship station, broadcast the entire Memorial Service live.

KIRO 7 Emergency Relief Fund Swings into Action. For many years, KIRO-TV, Seattle, has activated its KIRO 7 Emergency Relief Fund when an emergency finds people in need. This theme provides KIRO-TV viewers with consistency in the station’s fundraising efforts. On September 11th, KIRO-TV once again activated the KIRO 7 Emergency Relief Fund and added the title “Helping America Heal.” Viewers donated at Key Bank branches throughout Western Washington and the Bank added 10% to each donation. The KIRO 7 Emergency Relief Fund collected more than \$500,000 for the Red Cross. More than 500 donations were made through the station’s web site.

One Country, One Community. Seattle was not immune from acts of hate crimes against anyone who appeared to be of Middle Eastern ancestry. Following an unfortunate incident at a mosque in North Seattle, KING-TV, Seattle, produced a series of 15 public service announcements called “One Country, One Community. These messages emphasized tolerance and acceptance of different cultures. The station also provided live coverage of a memorial and unity rally in Seattle’s Westlake Center. For two full weeks, KING-TV cancelled all of the station’s promotions to concentrate on the One Country, One Community campaign and relief fundraising themes; a total of nearly Half A Million Dollars in airtime. The station partnered with the Seattle Times newspaper and Bank of America to raise nearly \$2.5 million for the Red Cross from throughout the state of Washington.

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Eyewitness to the Attacks on America. KRKO-AM, Everett, broadcasts the Don Imus Show from New York City every morning. When KRKO's Program Director and morning news host, Tony Stevens, first saw what was happening at the World Trade Center on his TV monitor, he immediately switched to a live feed of the Imus Show and KRKO's listeners heard live and direct coverage and commentary from the scene. The station stayed with that live feed all day, providing a unique perspective on the Attacks on America for its listeners.

"I Pledge Allegiance" Bumper Stickers Raise \$15,000. KNDU-TV, Tri-Cities, printed 3,000 bumper stickers that reaffirmed viewers' support for America. The station passed them out, asking for donations, raising \$15,000 in the process. Sister station KNDO-TV, Yakima, passed out ribbons and raised more than \$10,000. Both stations worked with Central Washington Comprehensive Mental Health to build a public service announcement promoting the community crisis line for those who needed help in coping with the Attacks on America.

A Day's Pay for USA. KEPR-TV and KONA-AM/FM Radio, Tri-Cities, helped the communities of Pasco, Richland and Kennewick raise more than \$300,000 dedicated to buying a new fire truck for the New York City Fire Department. The fund drive was local in every respect, inspired by a similar drive during World War II, when employees at the nearby Hanford nuclear facility donated a day's pay to help the United States pay for a new bomber, which was named "A Day's Pay" and served in the Pacific theater. As a way of giving back to the community and honoring the fallen fire fighters and law enforcement officers in the Attacks on America, the stations asked companies to donate a day's sales receipts and employees to donate a day's pay to go to that cause. The stations promoted the drive through public service announcements and news stories, with live broadcasts from the kick-off event.

Flag T-Shirts Raise Nearly \$20,000. KITI-AM/FM in Centralia came up with a simple design, Old Glory, to bring all Americans together. Right after September 11th, the station started by printing 200 shirts. The print shop across the street from the stations couldn't keep up with demand after the first 200 shirts were gone within minutes. KITI had listeners volunteering to help collect money and hand out shirts. The KITI staff kept up a steady trek across the street for more and more and more shirts; pulling the shirts off the machines as fast as they could so that both sides could be printed. Eventually, KITI sold more than 2,500 Old Glory t-shirts and raised nearly \$20,000 for the Red Cross. So many people wanted to contribute that they were willing to wait a few days to get a shirt.

Donations Faster Than They Could Be Counted. KRKO-AM, Everett, did an impromptu remote broadcast from the street corner in front of the station beginning in the early afternoon of September 11th. The station offered commemorative ribbons for free, but people wanted to donate money. Finally, between 3 p. m. and 6 o'clock in the afternoon, so many people were driving up and just handing station employees wads of cash that they resorted to putting it into paper bags and handing it directly to the Executive Director of the local Red Cross chapter. They never did get a count on how much money was donated by KRKO listeners. For the entire next week, KRKO did similar remotes from different locations every day until finally, "there was

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no more red, white and blue ribbon to be found, purchased, begged or borrowed in all of Snohomish County,” according to KRKO Program Director Tony Stevens.

Calming Nerves: Are We the Next Target? The Tri-Cities area includes the Hanford nuclear facility as well as the Umatilla Weapons Depot, just across the Columbia River. KONA-AM/FM Radio is the Tri-Cities news radio station. So many families in the Tri-Cities have members who work at these security-sensitive plants that KONA took extraordinary measures to get authoritative representatives from each of those critical facilities to report to their employees, through the station, about new security procedures and other changes that they would face when they came to work. Reassuring the community that these facilities were safe was also a high priority for KONA, with the station providing live coverage to keep listeners informed.

“I’m Proud To Be An American” Shirts Raise Money in Spokane. All of the Clear Channel stations in Spokane joined with Sprint PCS to create “I’m Proud To Be An American” t-shirts to raise money for the nationwide Clear Channel Relief Fund. Each of Clear Channel’s five radio stations broadcast live from a different Sprint PCS location. Getting between \$5 and \$50 for each shirt, the promotion raised more than \$15,000. More than 5,000 shirts were sold in just a few minutes.

TV and Hockey Raise Money. KREM-TV, Spokane, teamed up with the Spokane Chiefs hockey team on the night of the team’s season opener to raise money for the Red Cross. It was an old fashioned, “pass the hat” collection to which KREM-TV viewers gave generously. KREM-TV’s weather anchor, Tom Sherry, broadcast live from the game with an on-site presentation. KREM-TV added the money collected at the hockey game to the money pouring in from its original on-air fundraising drive. It was a simple message: “Come to the donation locations and give. We’ll get the money to the Red Cross.” And they did. Altogether, KREM-TV raised more than \$600,000.

Donations for Red, White & Blue Ribbons. The staff, and neighbors of KHQ-TV, Spokane, pitched in for nearly a week to make and distribute red, white and blue ribbons. Once KHQ-TV’s viewers saw what the station was doing, they wanted to help. A group from Rogers High School donated many, many hours making the ribbons and taking donations on the street outside the station. Neighbors from a high-rise apartment across the street from KHQ-TV came over to volunteer, as well. In five, commercial-free days, the station exhausted the red, white and blue ribbon supply in Spokane and surrounding communities and raised \$225,000 for the Red Cross.

More Than 4 Hours of PSAs Raise \$450,000 in Spokane. The stations of the KXLY Broadcast Group, both radio and TV, dedicated more than 25 news hours and more than 500 public service announcements to supporting the American Red Cross and providing information on ways to assist in the recovery from the Attacks on America. The community of Spokane raised approximately \$1.7 Million for the Red Cross; one of the top three communities nationwide. The KXLY Broadcast Group was responsible for raising \$450,000 of that total.

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TV/Newspaper Cooperation Lifts Seattle's Spirits. KOMO-TV, Seattle, joined forces with the Seattle Post-Intelligencer daily newspaper, agreeing to use each other's logos in cross promotion on-the-air and in the newspaper. The station's newscasts helped carry the message, as well as public service announcements. KOMO-TV and the Post-Intelligencer raised \$201,000 for the Red Cross.

Donate Blood Next Month. In only a few days after September 11th, the Puget Sound Blood Bank was overwhelmed with a long line of would-be donors, but blood donated there was not able to be used in New York City, so the Blood Bank was at capacity with a good 45 to 60 day supply of blood. Working with the Blood Bank, KRKO-AM, Everett, got out the message that people should plan to give blood, but to wait for about a month. This helped the Blood Bank keep a good steady supply of blood over the next several months and avoid the traditional shortage/oversupply cycle that often occurs.

Seattle Radio Personality Donates Prize Winnings. The September 11th Attacks on America took place during the annual Puyallup Fair. KPLZ-FM, Seattle's "Star 101.5," was conducting a contest promotion at the Fair called "Star-vivor" in which several listeners and one KPLZ-FM air personality, Jim Severn, were living at the Fair. Every day, one person was voted out of the Fair. In the end, KPLZ's Severn was the winner, outlasting everyone else. He donated his \$10,000 first prize winnings to the American Red Cross.

The 30-Mile Fire Tragedy

OKANOGAN -- It was a hot July day in the wilderness, made hotter by the wildfire racing down a hilly canyon. Caught by surprise and with escape routes cut off by the advancing inferno, five young fire fighters are trapped. In an instant, four are dead and one is critically burned. All are from the Yakima area and the community mourns the tragic loss of youngsters suddenly turned heroes. Yakima broadcasters opened their stations and their hearts to the community. They reported the news and led the community toward healing.

Yakima Loses Four Fire Fighters. On the day that four Yakima fire fighters were killed in the wildfire known as the "30-Mile Fire," KNDO-TV interrupted its regular programming and carried coverage continuously for the next five hours. It would be only the beginning. KNDO-TV's sister station KHQ-TV in Spokane, sent its remote broadcast truck to the scene of the fire in the Cascade Mountains and KNDO-TV was able to broadcast live pictures of the fire. But most of the coverage stayed local. The station talked with friends and families of the fire fighters and broadcast interviews with staff from the Forest Service. That evening, both KNDO-TV and KIMA-TV in Yakima did half-hour specials on the victims, informing the community who they were and what they had accomplished in their too-short lives.